

# We Have Used Advertising Continuously for 39 Years To Promote Our Own Business

And it has materially helped to make Curtis  
Publications the market opportunity  
for you that they are today

The Curtis Publishing Company has spent regularly since 1883 a large sum of money every year in advertising its publications.

This continuous advertising has helped develop the distribution of Curtis Publications to the point where now they may be bought in every city, town or hamlet in the United States and Canada. It has helped increase the volume of sales to its present enormous proportions.

So that today Curtis Publications are in a position to perfect *your* distribution—place your goods at every point where there is sales opportunity.

Advertising in the Curtis Publications will help move those goods from the dealers' shelves, maintain for the dealer a clean, rapid turnover and create new demand.

Curtis Circulation influences directly or indirectly every dealer in the country.

It does the job effectively and *inexpensively*.

Year in, year out, advertising has been an essential factor in whatever success we have had. We believe that it will prove an essential factor in *your* success.

*We should like to talk to you about it*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

New York

Chicago

Boston

San Francisco

*The Saturday Evening Post*

*The Ladies' Home Journal*

*The Country Gentleman*